



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

3.2020

February SalesData
Market Report



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Table of Contents

Introduction	3
Report Data	3
Report Weeks	3
All Market	4
Ring Fence Market	5
Fiction: All Market	6
Fiction: Ring Fence Market	7
Non-Fiction: All Market	8
Non-Fiction: Ring Fence Market	9
Juvenile: All Market	10
Juvenile: Ring Fence Market	11
Juvenile Fiction: All Market	12
Juvenile Fiction: Ring Fence Market	13
Juvenile Non-Fiction: All Market	14
Juvenile Non-Fiction: Ring Fence Market	15
Young Adult: All Market	16
Young Adult: Ring Fence Market	17
Young Adult Fiction: All Market	18
Young Adult Fiction: Ring Fence Market	19
Young Adult Non-Fiction: All Market	20
Young Adult Non-Fiction: Ring Fence Market	21
Year-to-Date Comparison: Volume	22
Year-to-Date Comparison: Value	23
Week Numbers: 2020	24

Introduction

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

Report Data

This report compares the volume and value of all books sold in the marketplace for the month of February in the years 2018 to 2020. Also included in this report is a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year. Volume sold refers to the number of units sold for recorded titles. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. Subjects included are Fiction, Non-Fiction, Juvenile, Juvenile Fiction, Juvenile Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction.

The marketplace data is divided into:

- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a

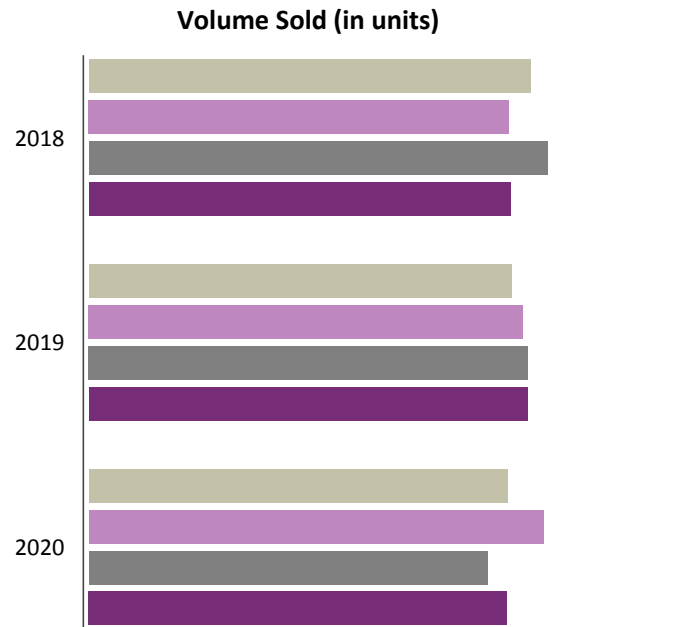
Report Weeks

The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the following month. See the end of the report for week numbers in 2020.

The specific week-ending dates used in this month’s report are as follows:

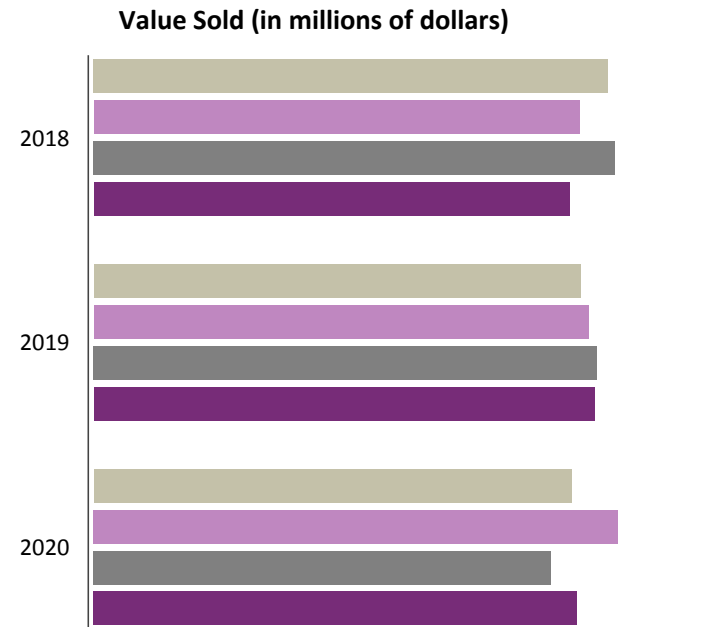
	2018	2019	2020
Week 6	2018-02-04	2019-02-10	2020-02-09
Week 7	2018-02-11	2019-02-17	2020-02-16
Week 8	2018-02-18	2019-02-24	2020-02-23
Week 9	2018-02-25	2019-03-03	2020-03-01

ALL MARKET



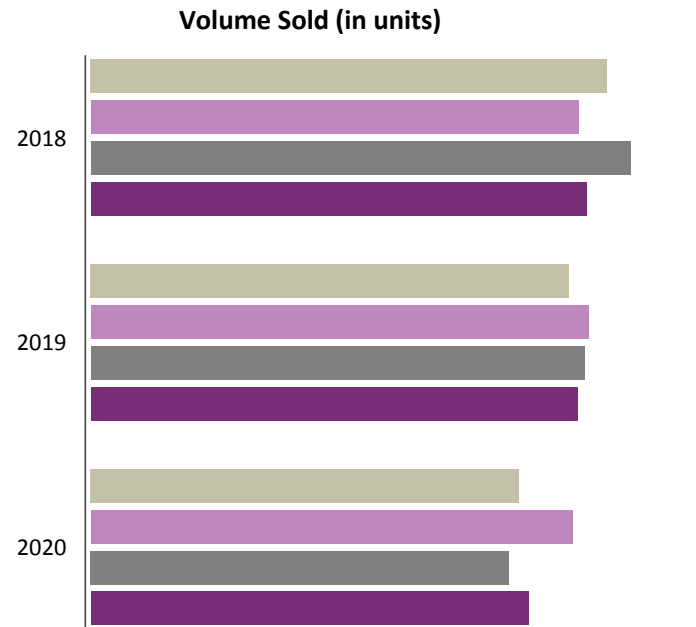
		2018	2019	2020
	Week 6	909,304	869,738	860,923
	Week 7	864,584	893,282	936,071
	Week 8	944,027	903,239	819,741
	Week 9	868,078	902,851	860,467
	Total	3,585,993	3,569,110	3,477,202

ALL MARKET



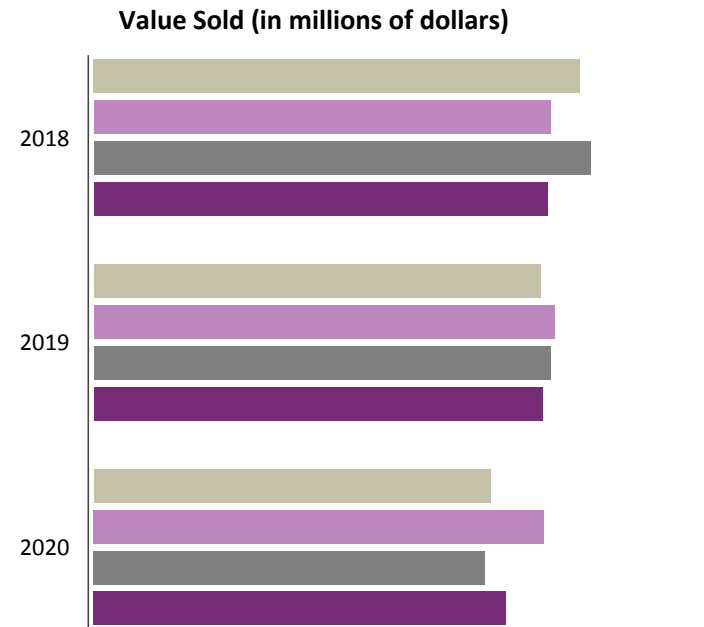
		2018	2019	2020
	Week 6	\$18,623,917	\$17,619,912	\$17,295,673
	Week 7	\$17,593,676	\$17,915,679	\$18,981,372
	Week 8	\$18,873,311	\$18,219,837	\$16,552,011
	Week 9	\$17,217,137	\$18,140,608	\$17,491,864
	Total	\$72,308,041	\$71,896,036	\$70,320,921

RING FENCE MARKET



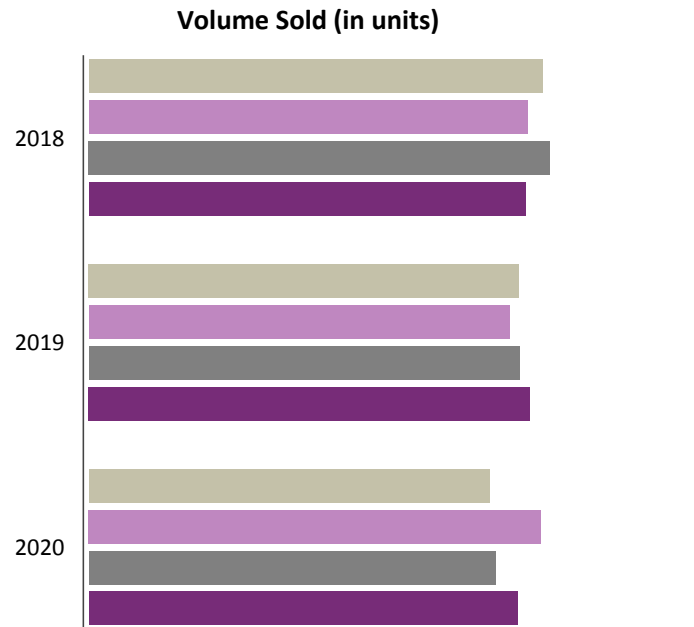
		2018	2019	2020
	Week 6	790,049	732,012	655,336
	Week 7	746,770	761,208	737,607
	Week 8	825,903	755,963	640,224
	Week 9	758,563	744,985	669,406
	Total	3,121,285	2,994,168	2,702,573

RING FENCE MARKET



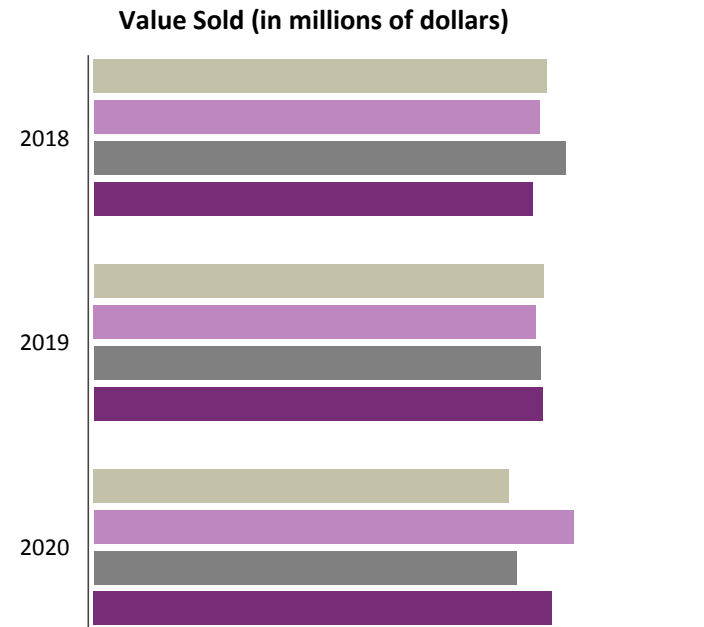
		2018	2019	2020
	Week 6	\$16,010,611	\$14,698,901	\$13,051,924
	Week 7	\$15,035,338	\$15,165,790	\$14,823,066
	Week 8	\$16,348,123	\$15,035,208	\$12,877,694
	Week 9	\$14,931,428	\$14,772,883	\$13,563,103
	Total	\$62,325,499	\$59,672,781	\$54,315,787

FICTION: ALL MARKET



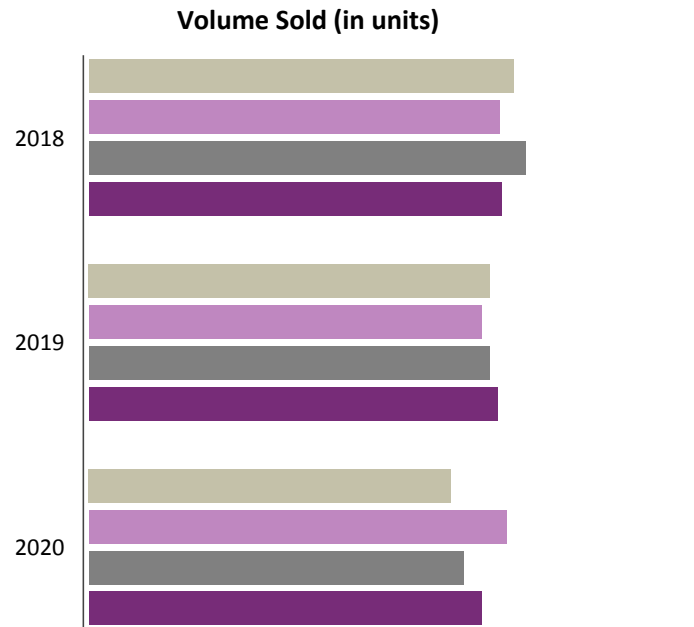
		2018	2019	2020
	Week 6	231,311	219,422	204,519
	Week 7	223,743	214,605	230,730
	Week 8	235,352	219,885	207,499
	Week 9	222,742	225,038	218,568
	Total	913,148	878,950	861,316

FICTION: ALL MARKET



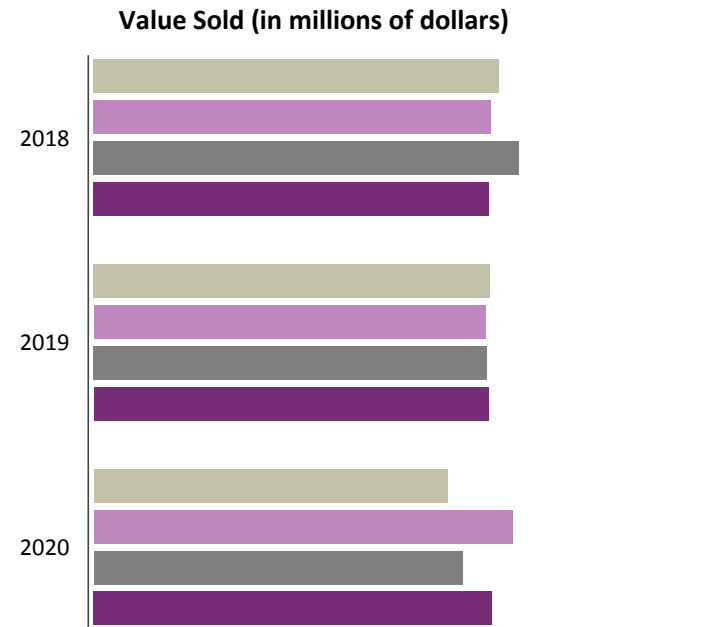
		2018	2019	2020
	Week 6	\$4,476,919	\$4,438,219	\$4,100,640
	Week 7	\$4,400,205	\$4,365,510	\$4,735,443
	Week 8	\$4,656,834	\$4,413,610	\$4,174,239
	Week 9	\$4,333,368	\$4,430,681	\$4,523,156
	Total	\$17,867,326	\$17,648,020	\$17,533,479

FICTION: RING FENCE MARKET



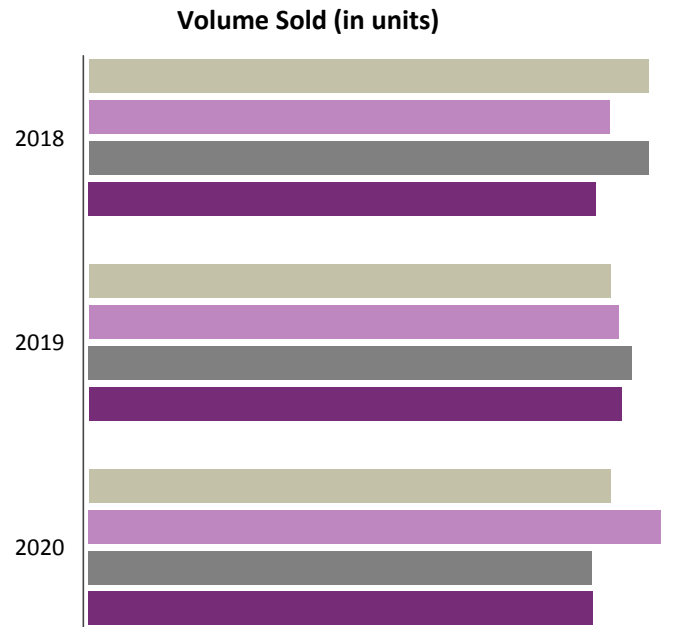
		2018	2019	2020
	Week 6	209,812	198,007	178,837
	Week 7	202,733	193,972	206,194
	Week 8	215,750	197,703	184,853
	Week 9	203,774	201,751	194,043
	Total	832,069	791,433	763,927

FICTION: RING FENCE MARKET



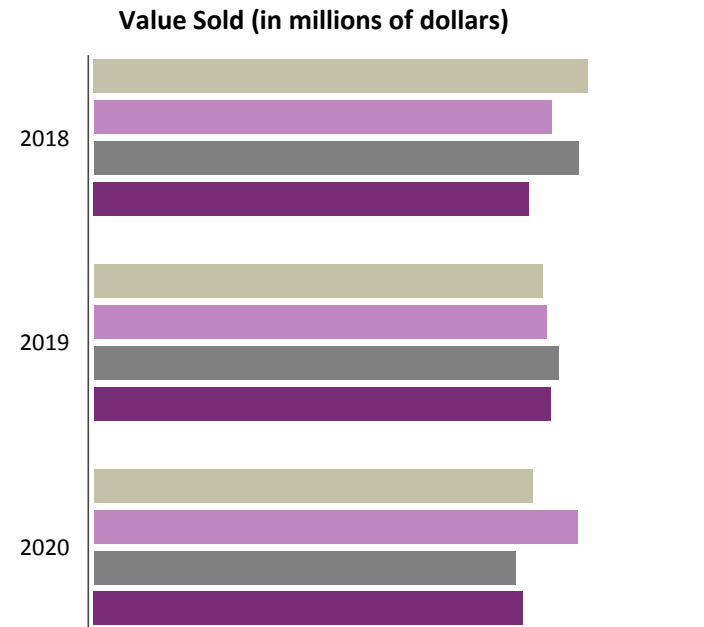
		2018	2019	2020
	Week 6	\$4,069,077	\$3,978,474	\$3,551,735
	Week 7	\$3,987,902	\$3,932,077	\$4,201,389
	Week 8	\$4,269,563	\$3,947,241	\$3,698,707
	Week 9	\$3,967,676	\$3,960,621	\$3,998,188
	Total	\$16,294,218	\$15,818,414	\$15,450,019

NON-FICTION: ALL MARKET



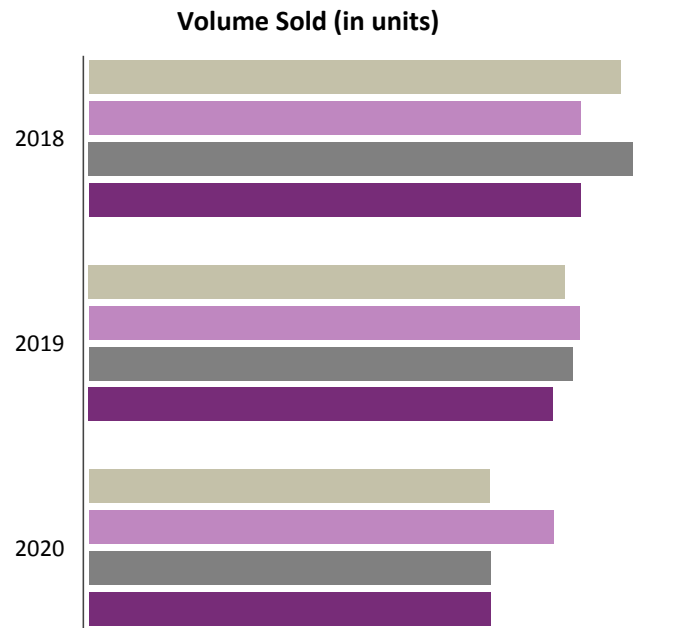
		2018	2019	2020
	Week 6	322,219	300,692	300,411
	Week 7	299,969	304,920	329,508
	Week 8	322,486	312,813	289,863
	Week 9	292,195	307,009	290,485
	Total	1,236,869	1,225,434	1,210,267

NON-FICTION: ALL MARKET



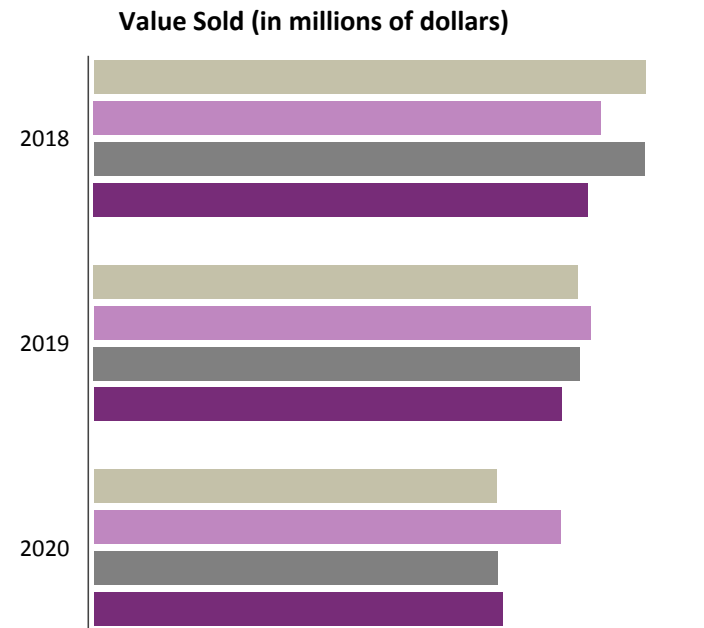
		2018	2019	2020
	Week 6	\$8,943,737	\$8,120,860	\$7,942,426
	Week 7	\$8,284,861	\$8,198,992	\$8,759,033
	Week 8	\$8,780,579	\$8,409,884	\$7,633,170
	Week 9	\$7,880,095	\$8,270,548	\$7,769,771
	Total	\$33,889,273	\$33,000,284	\$32,104,400

NON-FICTION: RING FENCE MARKET



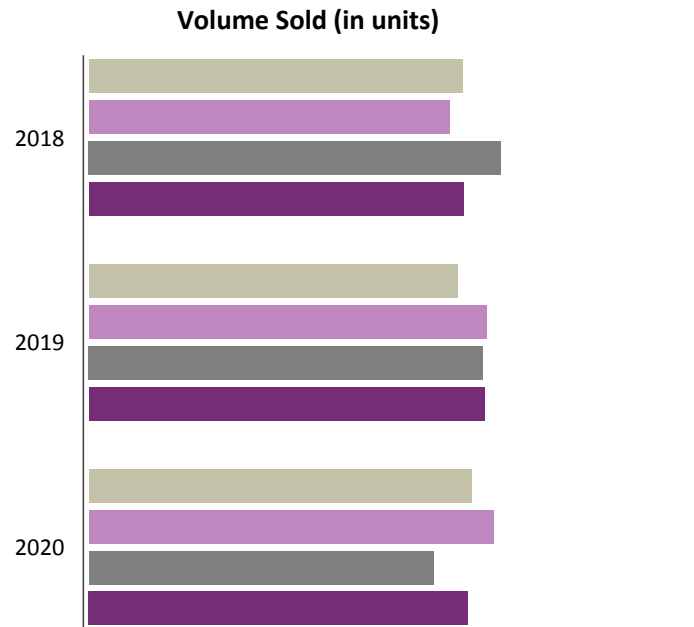
	2018	2019	2020
Week 6	262,379	235,157	197,744
Week 7	242,677	242,174	229,476
Week 8	268,681	238,649	198,338
Week 9	242,678	229,121	198,411
Total	1,016,415	945,101	823,969

NON-FICTION: RING FENCE MARKET



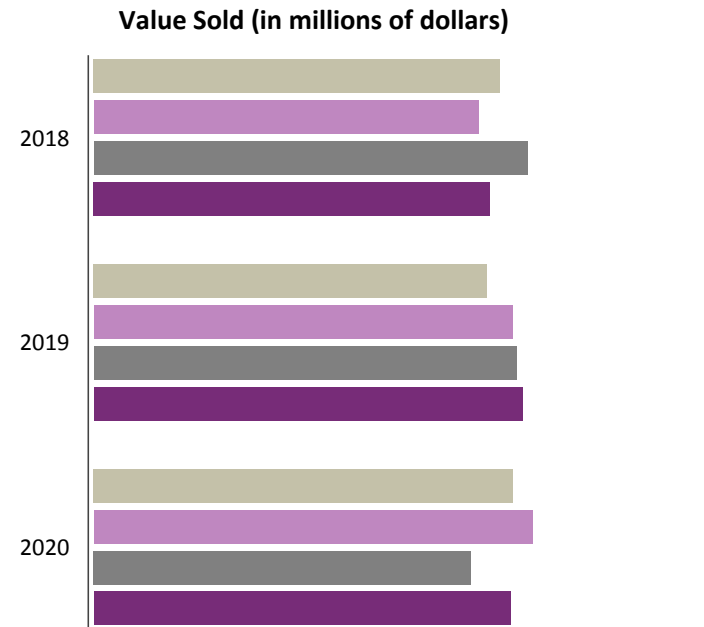
	2018	2019	2020
Week 6	\$7,265,440	\$6,377,018	\$5,303,911
Week 7	\$6,677,730	\$6,536,203	\$6,142,609
Week 8	\$7,251,230	\$6,399,252	\$5,314,843
Week 9	\$6,508,840	\$6,157,676	\$5,379,672
Total	\$27,703,241	\$25,470,150	\$22,141,035

JUVENILE: ALL MARKET



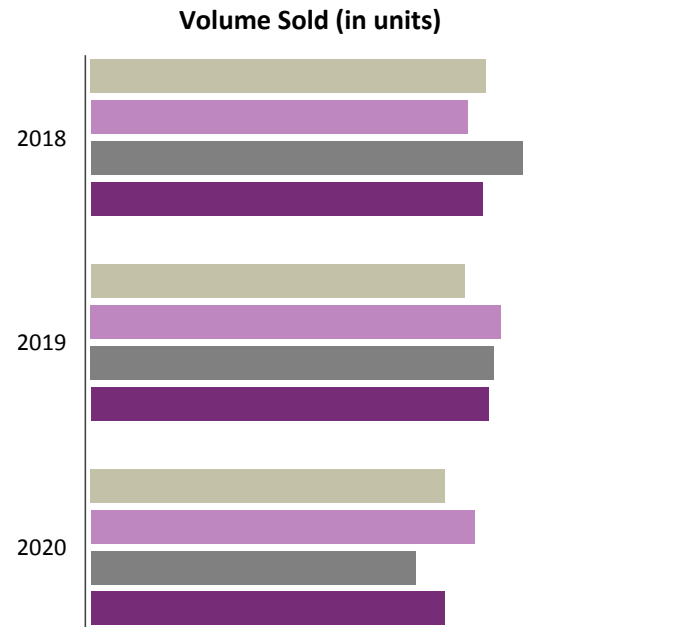
		2018	2019	2020
	Week 6	307,322	303,314	314,758
	Week 7	296,506	327,137	332,781
	Week 8	339,165	324,349	283,528
	Week 9	308,555	325,748	311,944
	Total	1,251,548	1,280,548	1,243,011

JUVENILE: ALL MARKET



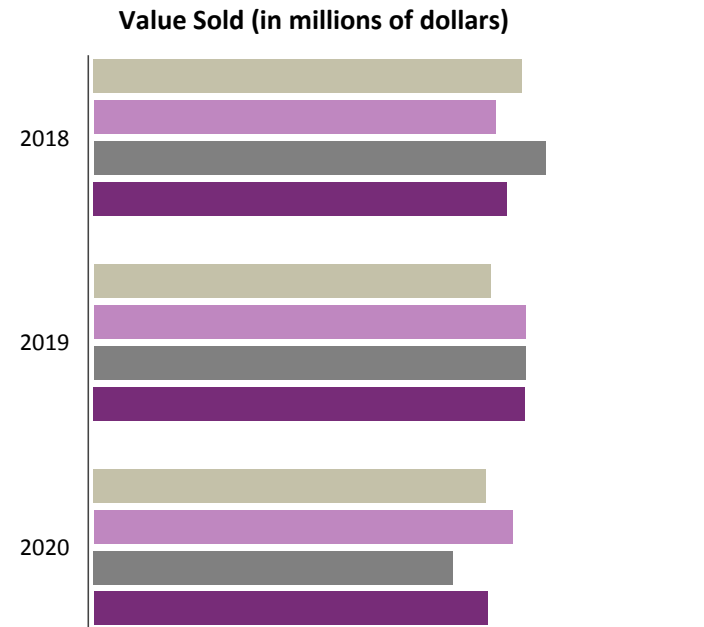
		2018	2019	2020
	Week 6	\$4,344,863	\$4,207,780	\$4,483,877
	Week 7	\$4,115,671	\$4,476,420	\$4,692,016
	Week 8	\$4,637,257	\$4,524,823	\$4,034,074
	Week 9	\$4,238,986	\$4,588,043	\$4,460,376
	Total	\$17,336,778	\$17,797,066	\$17,670,342

JUVENILE: RING FENCE MARKET



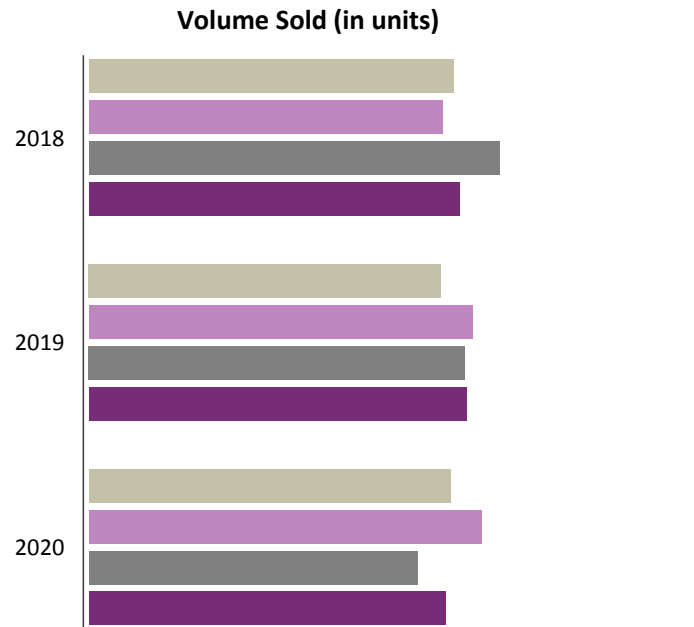
		2018	2019	2020
	Week 6	273,093	258,153	244,755
	Week 7	260,419	283,609	265,192
	Week 8	298,593	278,695	224,305
	Week 9	270,976	275,018	244,241
	Total	1,103,081	1,095,475	978,493

JUVENILE: RING FENCE MARKET



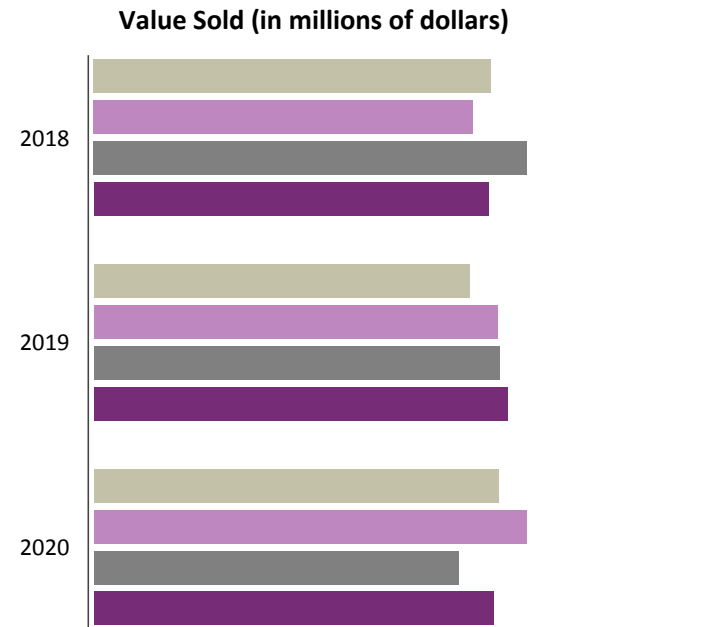
		2018	2019	2020
	Week 6	\$3,875,912	\$3,591,839	\$3,549,085
	Week 7	\$3,634,274	\$3,910,238	\$3,791,327
	Week 8	\$4,086,623	\$3,906,132	\$3,253,200
	Week 9	\$3,741,313	\$3,903,083	\$3,562,987
	Total	\$15,338,121	\$15,311,292	\$14,156,599

JUVENILE FICTION: ALL MARKET



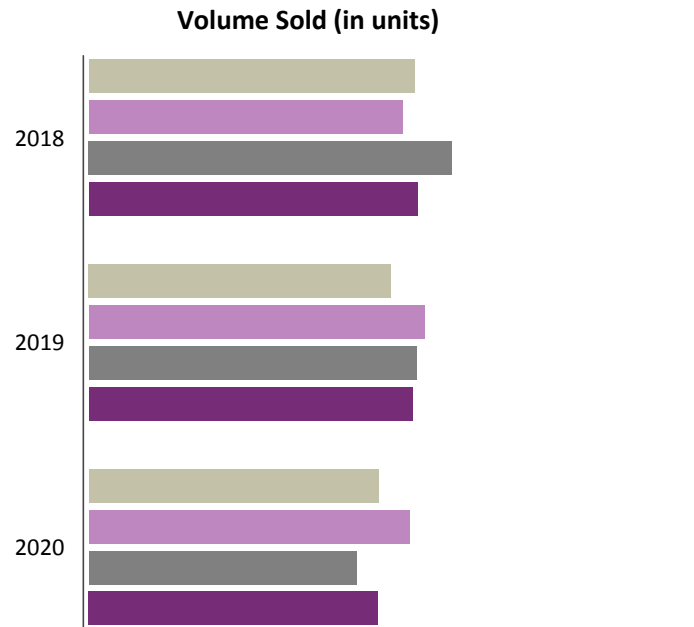
		2018	2019	2020
	Week 6	239,981	231,881	238,257
	Week 7	233,019	252,765	258,314
	Week 8	270,185	247,624	216,271
	Week 9	243,985	248,547	234,713
	Total	987,170	980,817	947,555

JUVENILE FICTION: ALL MARKET



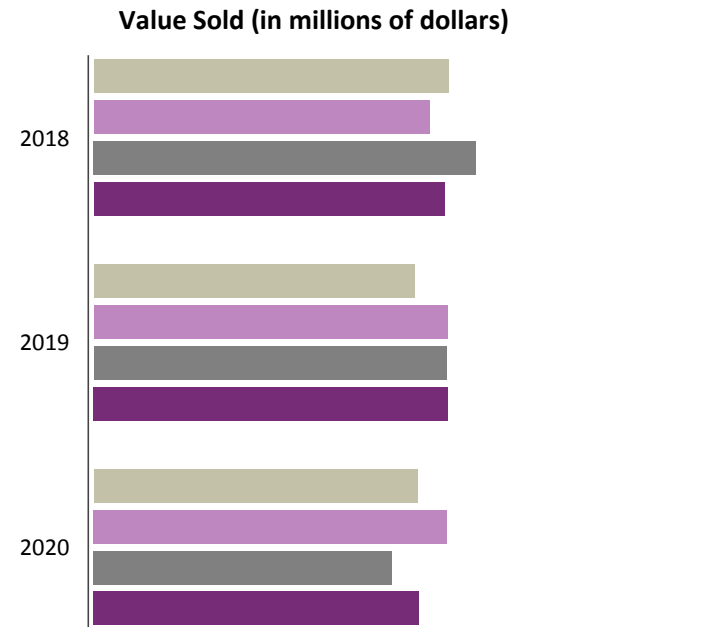
		2018	2019	2020
	Week 6	\$3,269,074	\$3,090,314	\$3,331,237
	Week 7	\$3,121,550	\$3,322,423	\$3,560,310
	Week 8	\$3,565,080	\$3,340,310	\$3,003,364
	Week 9	\$3,249,124	\$3,406,182	\$3,289,398
	Total	\$13,204,829	\$13,159,228	\$13,184,308

JUVENILE FICTION: RING FENCE MARKET



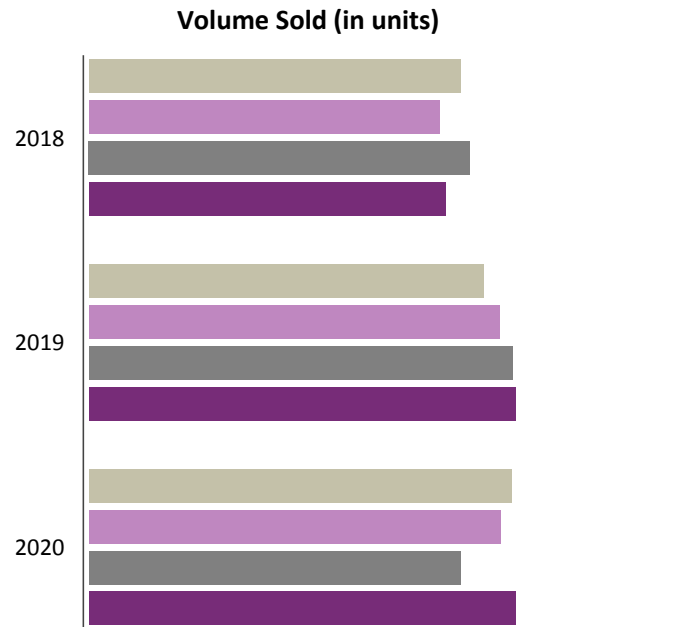
		2018	2019	2020
	Week 6	214,587	198,989	190,527
	Week 7	206,361	220,903	211,043
	Week 8	238,997	215,928	176,359
	Week 9	216,586	212,957	190,296
	Total	876,531	848,777	768,225

JUVENILE FICTION: RING FENCE MARKET



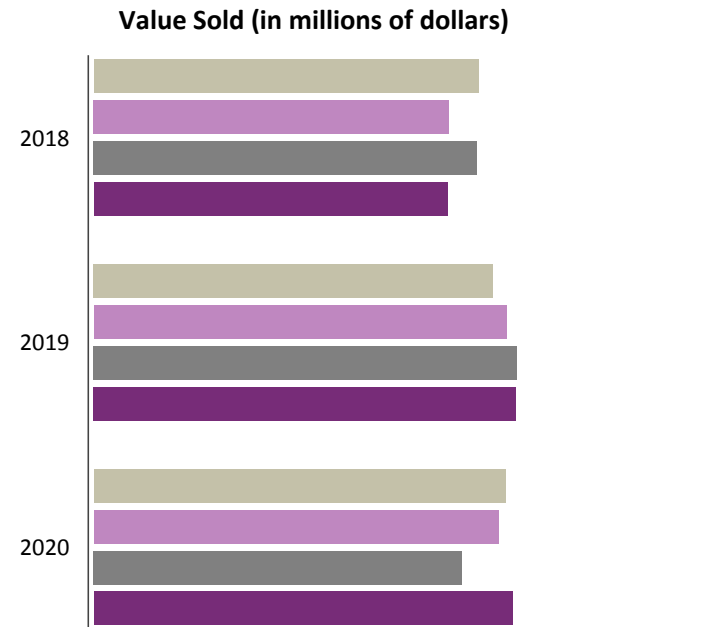
		2018	2019	2020
	Week 6	\$2,921,180	\$2,640,151	\$2,664,388
	Week 7	\$2,764,310	\$2,911,687	\$2,905,952
	Week 8	\$3,144,430	\$2,900,643	\$2,454,978
	Week 9	\$2,883,579	\$2,914,710	\$2,676,498
	Total	\$11,713,499	\$11,367,191	\$10,701,816

JUVENILE NON-FICTION: ALL MARKET



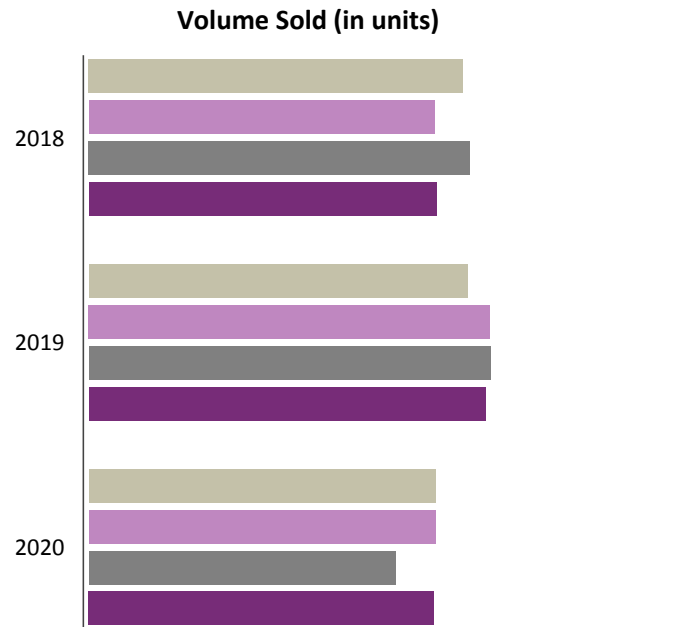
		2018	2019	2020
	Week 6	67,341	71,433	76,501
	Week 7	63,487	74,372	74,467
	Week 8	68,980	76,725	67,257
	Week 9	64,570	77,201	77,231
	Total	264,378	299,731	295,456

JUVENILE NON-FICTION: ALL MARKET



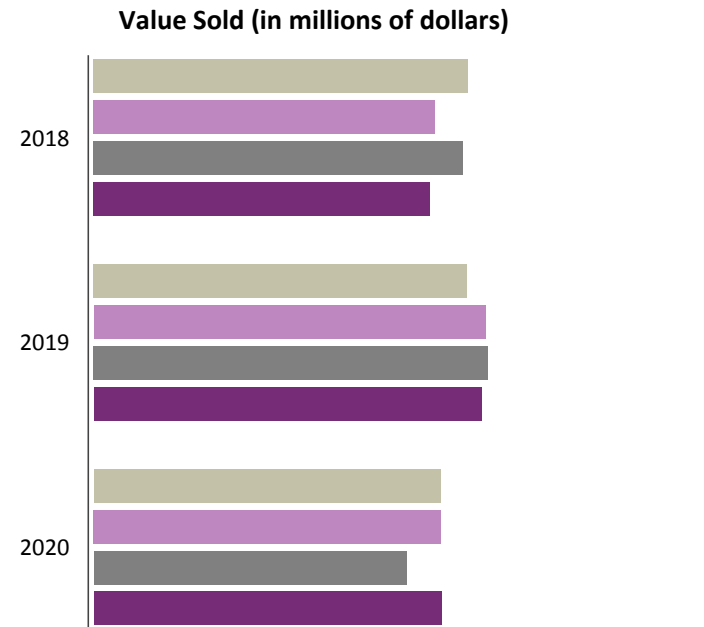
		2018	2019	2020
	Week 6	\$1,075,789	\$1,117,466	\$1,152,640
	Week 7	\$994,120	\$1,153,997	\$1,131,706
	Week 8	\$1,072,177	\$1,184,514	\$1,030,710
	Week 9	\$989,862	\$1,181,861	\$1,170,977
	Total	\$4,131,949	\$4,637,838	\$4,486,034

JUVENILE NON-FICTION: RING FENCE MARKET



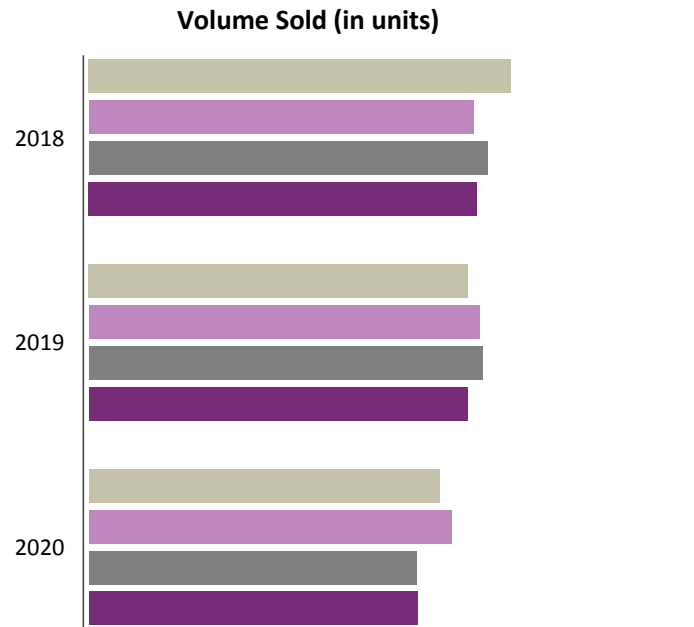
		2018	2019	2020
	Week 6	58,506	59,164	54,228
	Week 7	54,058	62,706	54,149
	Week 8	59,596	62,767	47,946
	Week 9	54,390	62,061	53,945
	Total	226,550	246,698	210,268

JUVENILE NON-FICTION: RING FENCE MARKET



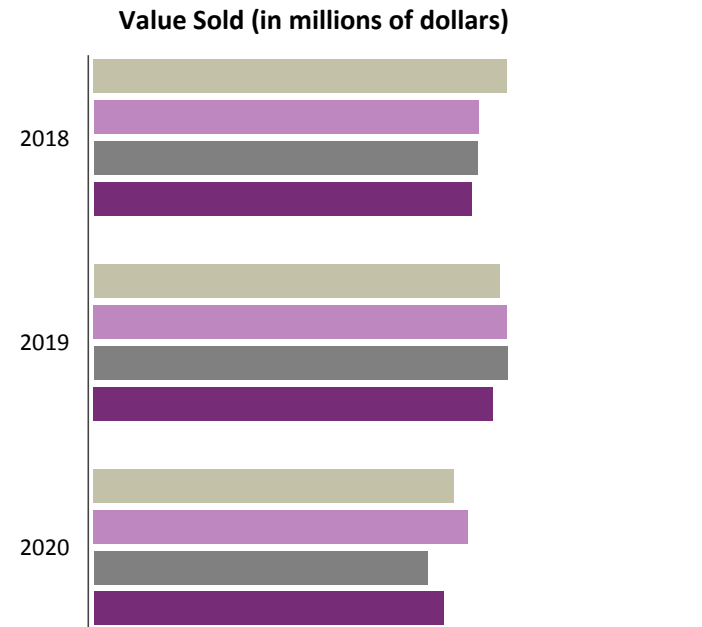
		2018	2019	2020
	Week 6	\$954,732	\$951,689	\$884,697
	Week 7	\$869,964	\$998,550	\$885,374
	Week 8	\$942,193	\$1,005,489	\$798,223
	Week 9	\$857,734	\$988,373	\$886,489
	Total	\$3,624,622	\$3,944,101	\$3,454,783

YOUNG ADULT: ALL MARKET



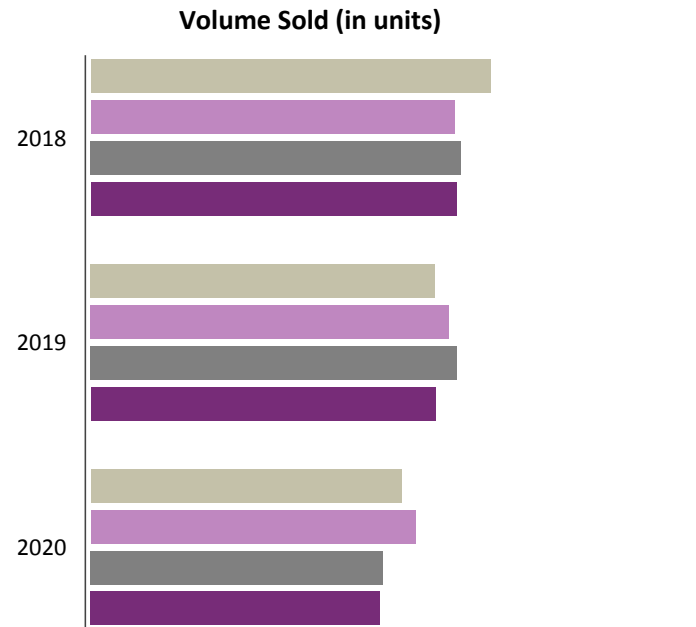
		2018	2019	2020
	Week 6	34,729	31,197	28,878
	Week 7	31,645	32,136	29,817
	Week 8	32,806	32,399	26,939
	Week 9	31,948	31,162	27,046
	Total	131,128	126,894	112,680

YOUNG ADULT: ALL MARKET



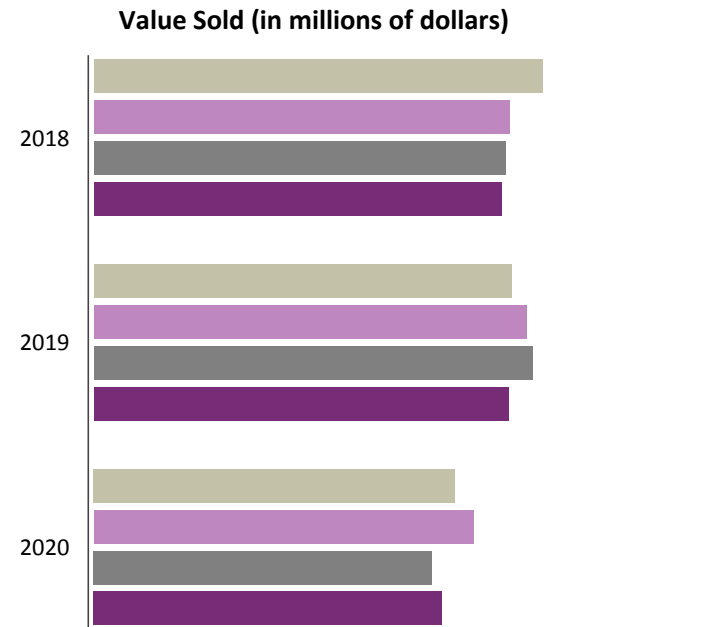
		2018	2019	2020
	Week 6	\$646,137	\$634,280	\$563,466
	Week 7	\$601,624	\$645,884	\$584,917
	Week 8	\$600,200	\$646,952	\$522,098
	Week 9	\$590,917	\$624,094	\$547,160
	Total	\$2,438,878	\$2,551,210	\$2,217,641

YOUNG ADULT: RING FENCE MARKET



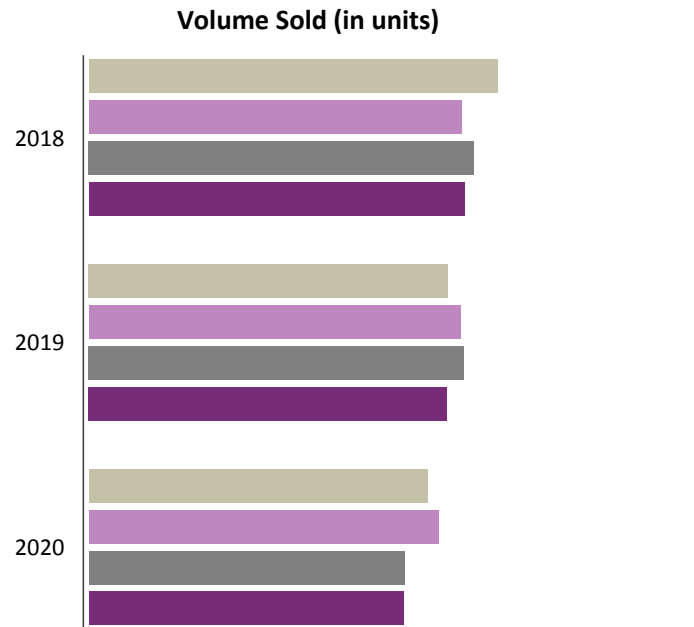
		2018	2019	2020
	Week 6	32,897	28,328	25,560
	Week 7	29,920	29,464	26,705
	Week 8	30,465	30,127	24,040
	Week 9	30,102	28,365	23,798
	Total	123,384	116,284	100,103

YOUNG ADULT: RING FENCE MARKET



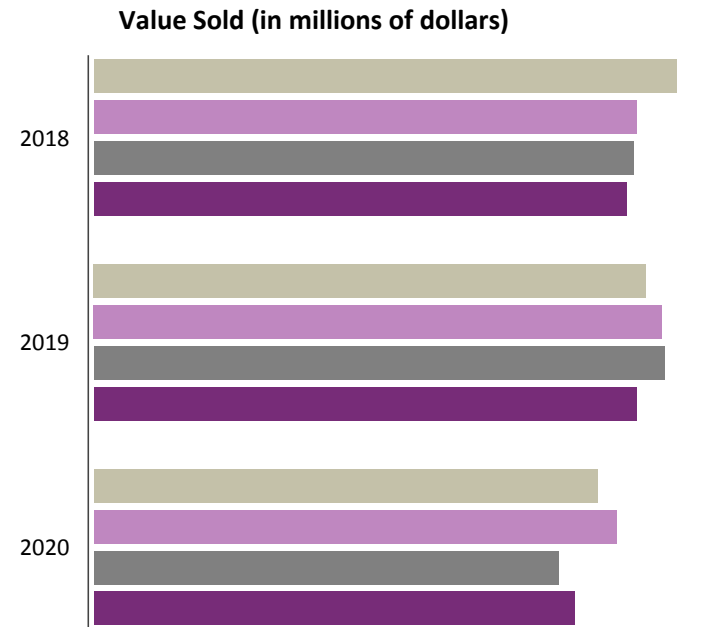
		2018	2019	2020
	Week 6	\$613,204	\$570,286	\$493,661
	Week 7	\$568,259	\$590,815	\$519,054
	Week 8	\$562,756	\$599,274	\$462,192
	Week 9	\$556,998	\$566,169	\$475,934
	Total	\$2,301,217	\$2,326,544	\$1,950,841

YOUNG ADULT FICTION: ALL MARKET



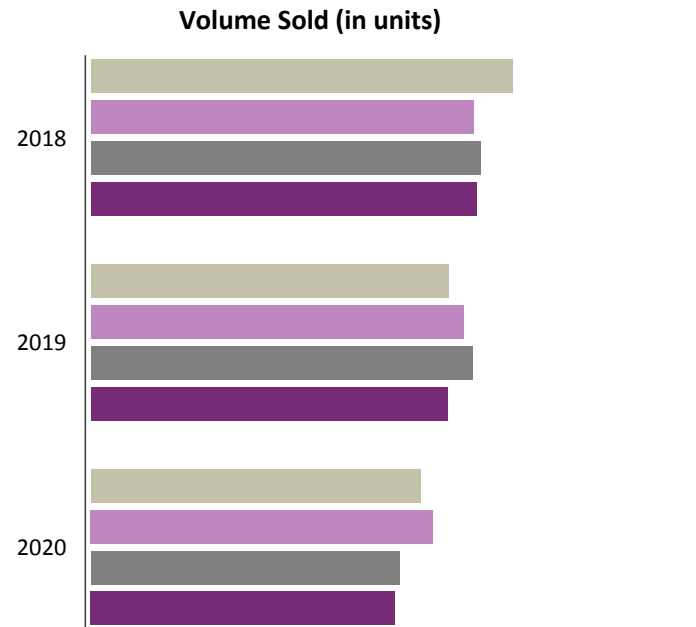
		2018	2019	2020
	Week 6	33,631	29,558	27,893
	Week 7	30,637	30,609	28,769
	Week 8	31,693	30,882	25,995
	Week 9	30,938	29,476	25,875
	Total	126,899	120,525	108,532

YOUNG ADULT FICTION: ALL MARKET



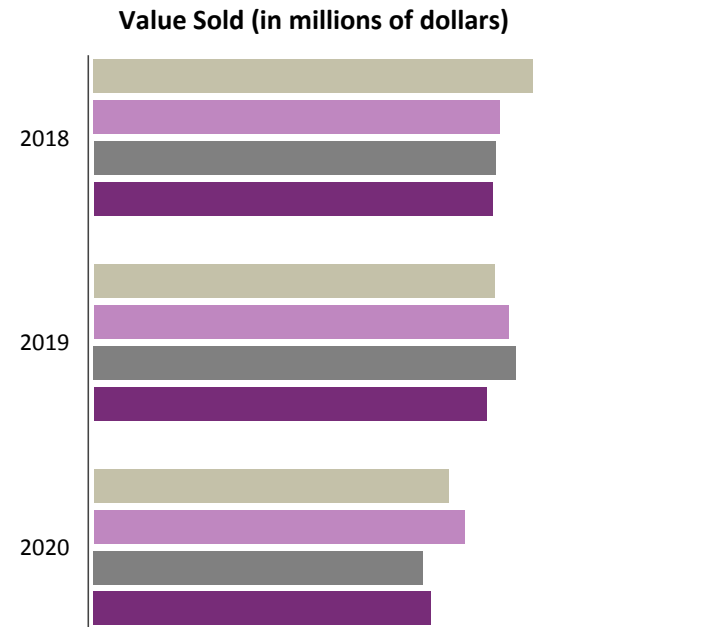
		2018	2019	2020
	Week 6	\$623,355	\$590,859	\$538,578
	Week 7	\$580,340	\$608,050	\$559,355
	Week 8	\$577,103	\$610,588	\$497,276
	Week 9	\$569,584	\$580,829	\$514,377
	Total	\$2,350,382	\$2,390,326	\$2,109,586

YOUNG ADULT FICTION: RING FENCE MARKET



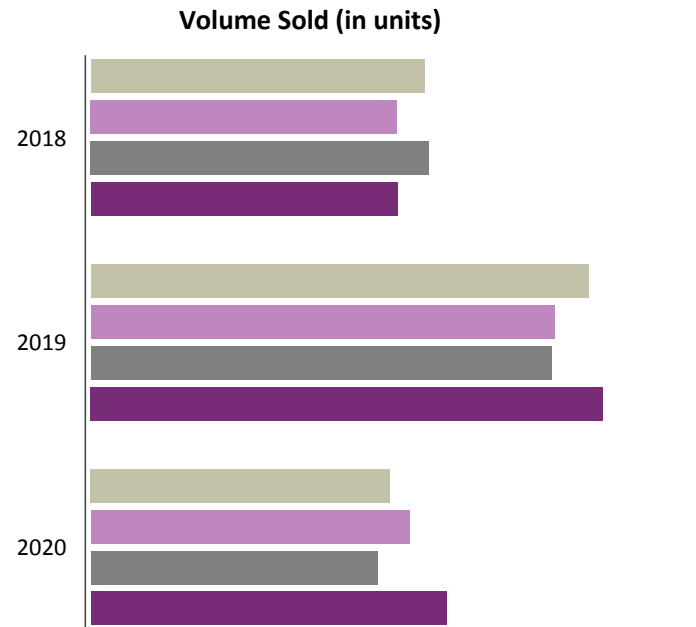
		2018	2019	2020
	Week 6	31,905	27,078	24,966
	Week 7	28,970	28,191	25,906
	Week 8	29,474	28,914	23,364
	Week 9	29,203	26,983	23,037
	Total	119,552	111,166	97,273

YOUNG ADULT FICTION: RING FENCE MARKET



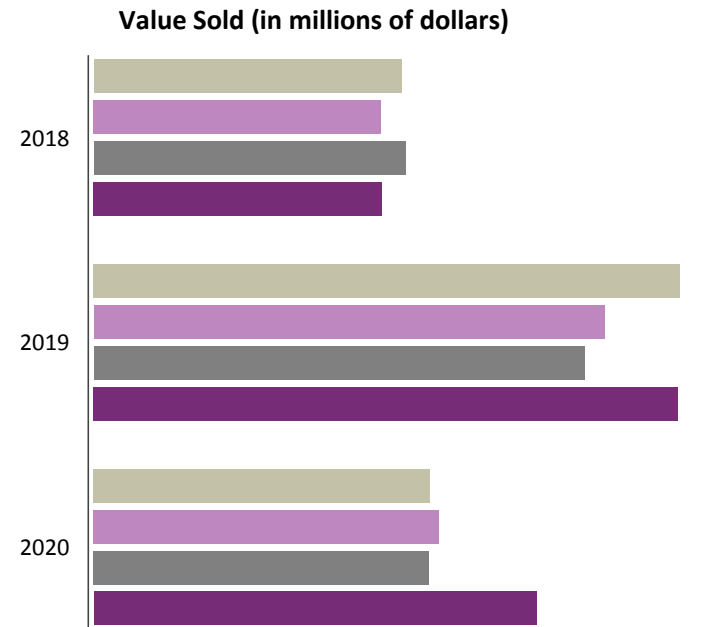
		2018	2019	2020
	Week 6	\$592,698	\$541,038	\$479,061
	Week 7	\$548,308	\$559,924	\$500,210
	Week 8	\$541,877	\$570,058	\$444,179
	Week 9	\$538,186	\$529,984	\$454,858
	Total	\$2,221,069	\$2,201,003	\$1,878,307

YOUNG ADULT NON-FICTION: ALL MARKET



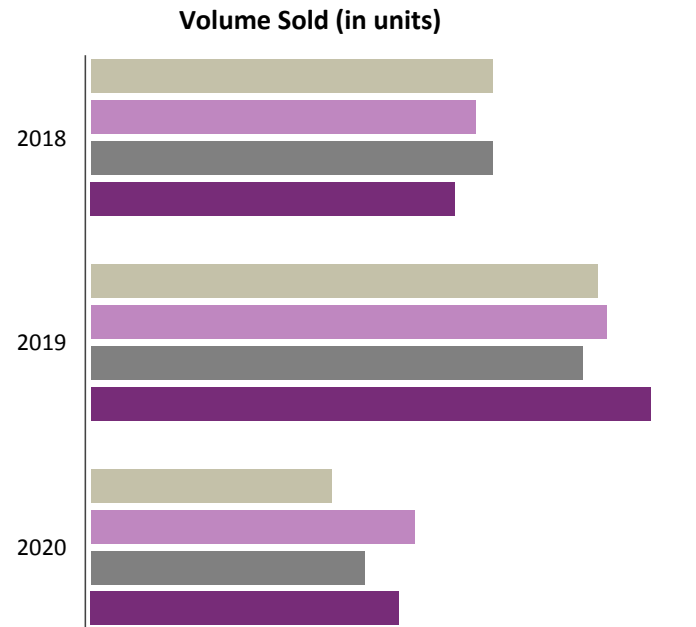
		2018	2019	2020
	Week 6	1,098	1,639	985
	Week 7	1,008	1,527	1,048
	Week 8	1,113	1,517	944
	Week 9	1,010	1,686	1,171
	Total	4,229	6,369	4,148

YOUNG ADULT NON-FICTION: ALL MARKET



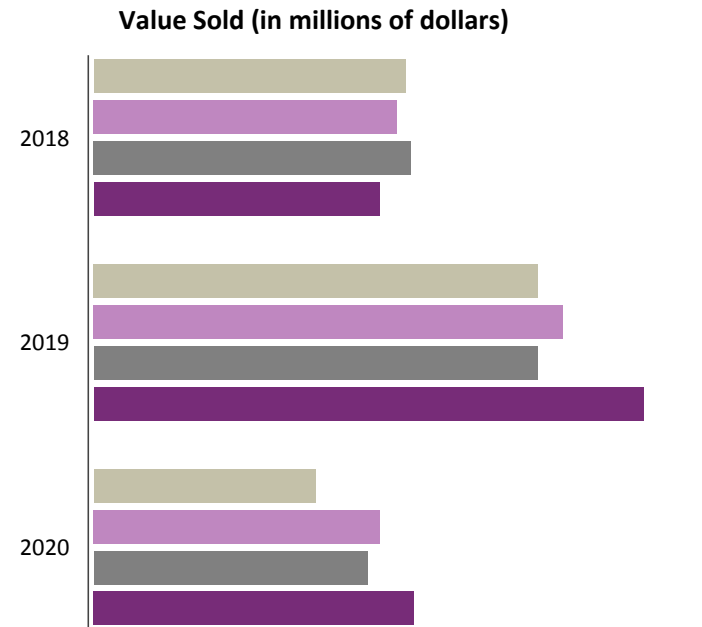
		2018	2019	2020
	Week 6	\$22,782	\$43,420	\$24,887
	Week 7	\$21,284	\$37,834	\$25,562
	Week 8	\$23,097	\$36,364	\$24,823
	Week 9	\$21,332	\$43,265	\$32,783
	Total	\$88,495	\$160,884	\$108,055

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2018	2019	2020
	Week 6	992	1,250	594
	Week 7	950	1,273	799
	Week 8	991	1,213	676
	Week 9	899	1,382	761
	Total	3,832	5,118	2,830

YOUNG ADULT NON-FICTION: RING FENCE MARKET



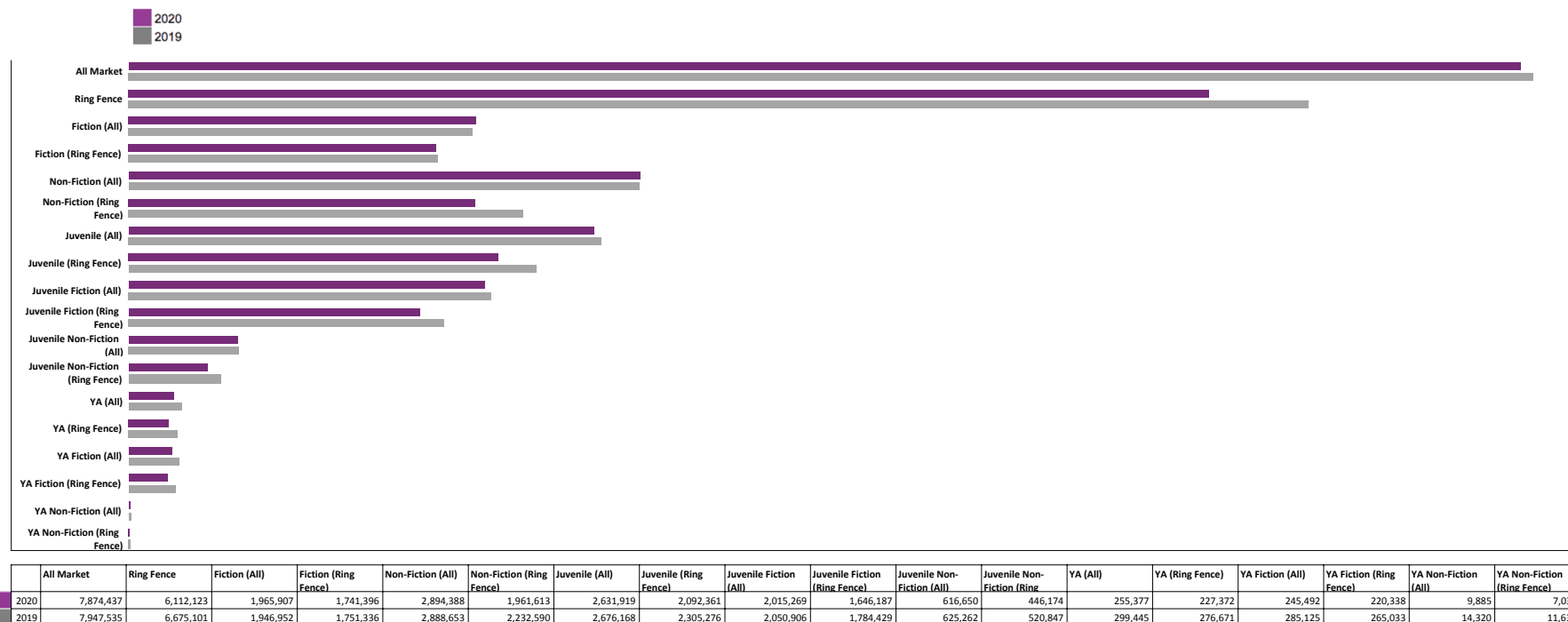
		2018	2019	2020
	Week 6	\$20,506	\$29,248	\$14,601
	Week 7	\$19,951	\$30,892	\$18,844
	Week 8	\$20,879	\$29,216	\$18,013
	Week 9	\$18,812	\$36,185	\$21,076
	Total	\$80,148	\$125,541	\$72,534

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 9	2019-03-03	2020-03-01

Volume Sold Year-to-Date

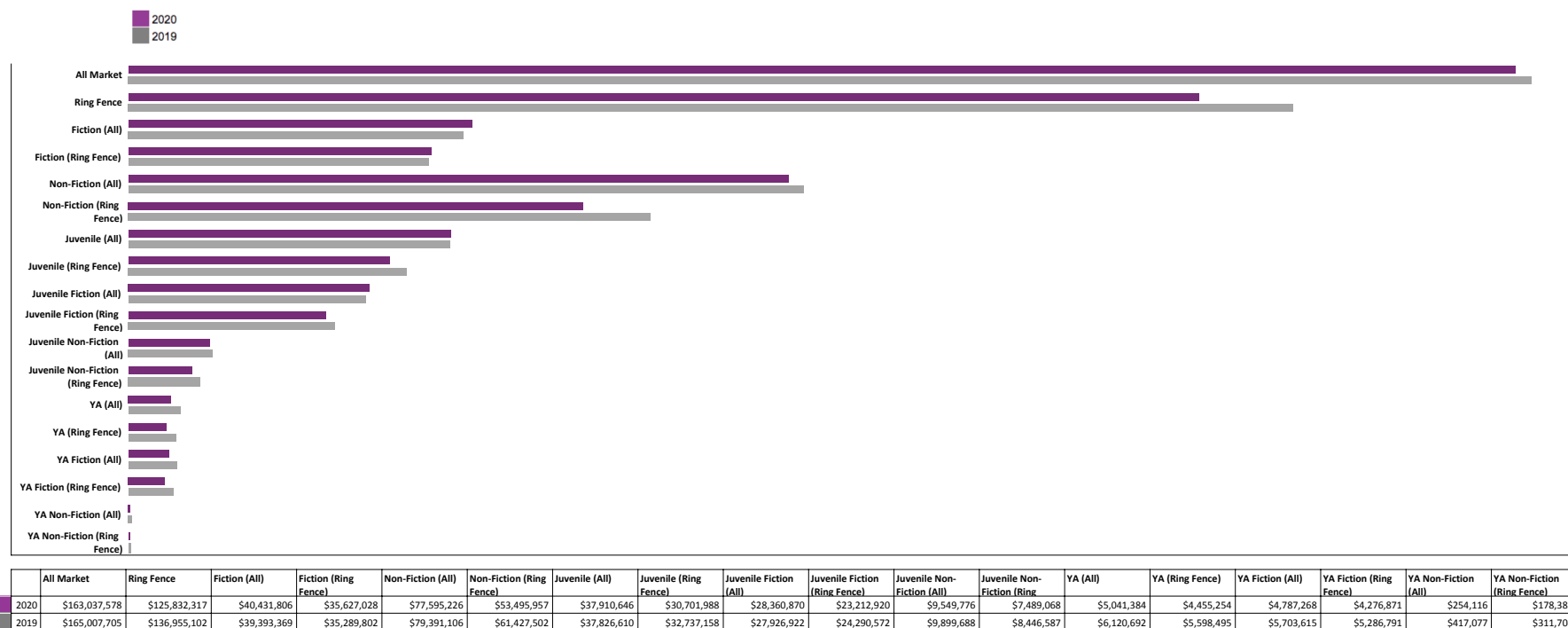


YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2019	2020
Week 9	2019-03-03	2020-03-01

Value Sold Year-to-Date
(in millions of dollars)



WEEK NUMBERS: 2020

January: Week beginning Dec. 30 and ending Feb. 2

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5

February: Week beginning Feb. 3 and ending March 1

- Week 6
- Week 7
- Week 8
- Week 9

March: Week beginning March 2 and ending March 29

- Week 10
- Week 11
- Week 12
- Week 13

April: Week beginning March 30 and ending May 3

- Week 14
- Week 15
- Week 16
- Week 17
- Week 18

May: Week beginning May 4 and ending May 31

- Week 19
- Week 20
- Week 21
- Week 22

June: Week beginning June 1 and ending June 28

- Week 23
- Week 24
- Week 25
- Week 26

July: Week beginning June 29 and ending Aug. 2

- Week 27
- Week 28
- Week 29
- Week 30
- Week 31

August: Week beginning Aug. 3 and ending Aug. 30

- Week 32
- Week 33
- Week 34
- Week 35

September: Week beginning Aug. 31 and ending Sep. 27

- Week 36
- Week 37
- Week 38
- Week 39

October: Week beginning Sep. 28 and ending Nov. 1

- Week 40
- Week 41
- Week 42
- Week 43
- Week 44

November: Week beginning Nov. 2 and ending Nov. 29

- Week 45
- Week 46
- Week 47
- Week 48

December: Week beginning Nov. 30 and ending Jan. 3

- Week 49
- Week 50
- Week 51
- Week 52
- Week 53